



U.S. CHAMBER OF COMMERCE
U.S.-Africa Business Center

2017 ANNUAL REPORT

Table of Contents

Executive Summary...3

2017 Key Achievements...3

Regional Programs...5

West and Central Africa...5

Eastern and Southern Africa...6

North Africa...8

Task Forces...11

2017 in Review...13

2018 Calendar...17



Photo Courtesy: Presidential Precinct

Executive Summary

Since the inception of the U.S.-Africa Business Center (USAfBC) nearly two years ago, we have become one of the leading organizations addressing U.S.-Africa policy and regulatory issues in Washington, D.C., and across the continent. By going straight to government officials when issues arose in key African growth markets such as Kenya, Morocco, Nigeria, and South Africa, we have been able to drive policy and deliver solutions to our members.

We were swift in delivering our U.S.-Africa policy recommendations in a white paper to the new administration and have continued to weave them into our events and engagements with the press. Our recommendations were cited in outlets that included Politico and Huffington Post. We also regularly engaged with Africa-focused staff at the National Security Council, the State Department, and the Commerce Department to help inform future policy decisions. These engagements helped underscore the role that the Center's leadership plays in policy formulation, trade, and investment.

2017 was a year of sustained activity for U.S.-Africa relations—but not without its challenges. Changes in leadership in the U.S., as well as in key markets throughout the continent, provided U.S.-AfBC staff with an opportunity to reflect on the previous year's achievements and address shortcomings. 2018 will continue to present new opportunities for the business community that we represent. This report serves as a baseline to support our members' ambitious growth plans for 2018.

2017 Key Achievements

- **Launch of the Investor Confidence Indicator for Africa (ICIA)**
This was a top priority to emerge from the fall 2016 board meeting. We received great exposure from the press as well as the diplomatic corps in Washington. The second iteration of the Indicator will be released in the spring and will incorporate feedback and movement from the first iteration.
- **Release of White Paper Policy Recommendations to the Trump Administration**
This paper proved to be the backdrop that shaped our conversations with Congress and the rest of the U.S. government. Elements of the white paper made their way into public remarks given by U.S. Secretary of Commerce Wilbur Ross, as well as the briefing documents that contributed to President Trump's meeting with African Heads of State on the margins of the United

Nations General Assembly meetings. We plan to repackaging these recommendations as part of a larger communications and engagement plan.

- **ICT Policy Engagement**

2017 was an active period of proposed regulations around the digital economy. The Center successfully pushed back on overreaching regulations in Kenya and was similarly proactive in engaging with regulators in Nigeria and South Africa.

- **Travel and Events**

- We continue to be strategic in hosting foreign government leaders. The Center hosted **nine heads of state** and countless ministers and members of the diplomatic corps based in Washington. These events took place mostly in Washington, and during the sidelines of the annual United Nations General Assembly in New York. Each of these engagements was instrumental in pushing specific policy objectives for our broader membership.
- Building strong in-country relationships are key to the Center's growth. The team logged over **200,000 miles of travel** on behalf of our members. These trips were crucial in delivering value to companies in the markets where they operate and accelerating momentum on policy issues, including South Africa's draft Intellectual Property (IP) policy.



Left to right: Jay Ireland, USAfBC Board Member; Scott Eisner, USAfBC President; H.E. Bukola Saraki, President of the Senate of Nigeria; and Aliko Dangote, USAfBC Board Member, pose for a group picture in Abuja, Nigeria.

Photo Courtesy: Office of the President of the Senate Newsletter

Regional Programs

West and Central Africa

Nigeria

Over the past three years, the Chamber's Africa team has sought to address the need to clarify the scope of the *Information and Communications Technology (ICT) Guidelines* in Nigeria, with an emphasis on a number of localization provisions in the *Local Content Guidelines* for hardware, services, software, and data. As part of this effort, the Chamber initiated a dialogue between the Nigerian government and the U.S. private sector on several occasions in order for the Nigerian government to consider different approaches aimed at building a robust digital economy.

Further, the Chamber has worked closely with the Office of the President of the Senate to create the Nigeria ICT Policy Working Group to review the *Guidelines* and submit recommendations to the President of the Senate. The kickoff meeting was held on May 17, at the Transcorp Hilton in Abuja. During this meeting, the Nigeria ICT Policy Working Group was launched under the patronage of Senate President H.E. Dr. Abubakar Bukola Saraki. He was represented by Distinguished Senator Abdulfatai Buhari, Senate Chairman of the ICT and Cybersecurity Committee. The working group agreed to organize the following seven subcommittees: Data Protection, Cyber Security, Digital Economy, Enabling Environment, Tax Policy, ICT Guidelines, and Convergence. The group examined each topic and submitted a white



H.E. Okechukwu Enelamah, Minister of Industry, Trade and Investment of Nigeria (left), addresses participants at the Nigeria-U.S. CEO Roundtable in New York.

Photo Courtesy: BCIU

paper to the President of the Senate in October. The Office of the President of the Senate serves as the Secretariat for the working group. We plan to launch a digital economy paper with member input on best practices and guidelines for enabling a digital economy environment across Africa.

Côte d'Ivoire

We signed a strategic partnership in March with the Confederation of Ivoirian Enterprises under the patronage of H.E.

Amadou Gon Coulibaly, Prime Minister of Côte d'Ivoire during his visit at the Chamber.

Congo and Senegal

With our media partner Prestige Communication, we published a *U.S.-Congo Economic Guide* in June and released the *U.S.-Senegal Economic Guide* in December.

Angola

We worked with American companies in Angola and inaugurated the American Chamber in Luanda in July. Full chamber accreditation is pending.



*Inauguration of the American Chamber of Commerce in Angola.
Photo Courtesy: AmCham Angola*

Eastern and Southern Africa

South Africa

Following the South African government's release of the draft IP policy,¹ the U.S.-Africa Business Center has been working with the U.S. Chamber's Global Innovation Policy Center (GIPC), previously Global Intellectual Property Center, to advocate for an IP policy that stimulates innovative activity in South Africa. The Chamber submitted comments to the Intellectual Property Consultative Framework, which preceded the release of this policy on September 30, 2016, and provided a subsequent submission to South Africa's Department of Trade and Industry (DTI). The Chamber also convened a briefing session with the U.S. Trade Representative, the Department of Commerce, and the Department of State on September 15 and led a delegation of biotech, pharma, and medical device companies to South Africa in late September to directly engage relevant departments in the South African government. The Chamber is coordinating with other trade associations on policy papers, events in Washington, and in-country activities. On November 9, the Chamber hosted a workshop with a delegation from the South African DTI and with members of the U.S.-Africa Business Center to continue discussions on the draft IP policy.

¹ The draft policy can be reviewed here: http://www.gov.za/sites/www.gov.za/files/41064_gen636.pdf

Strategic Partnership Growth

Longtime discussions with the Common Market for Eastern and Southern Africa Business Council to formalize a partnership resulted in the signing of a Memorandum of Understanding. The Chamber is leveraging this partnership for broad-based regional advocacy on new policy developments, including on a regional reciprocal trade agreement as well as to mount pressure to implement the Trade Facilitation Agreement, ratified in February. Activities pursued as part of the Retail Supply Chain Task Force include developing a road map and planning for a workshop in Nairobi in 2018. Recent leadership changes within AmCham Kenya, Ethiopia, and Uganda present a strategic opportunity to strengthen linkages and deliver superior value to members seeking insights into the markets they operate in with local partners. The Chamber continues to be recognized among members for its high-caliber events.



Attendees engage in a networking session following the High-Level Panel on Infrastructure Development in Africa.

Photo Courtesy: USAfBC Staff

Publication

A key deliverable from last year's board meeting was the launch of the *Investor Confidence Indicator for Africa (ICIA)* to support business investment and government policy decision making on the continent. The ICIA uses 12 international evaluations to create a composite score on factors that support the ease of doing business. The factors that inform a nation's score include security, good governance rooted in the rule of law, economic and press freedoms, and human development. The ICIA and the policy recommendations for the Trump administration were released during Africa Forward, an event discussing how investor confidence and smart policy can advance the U.S.-Africa trade and investment relationship. The Center will survey its members to determine the utility of the tool and deliver a second iteration of the tool based on feedback.

North Africa

Based on input from our membership and a growing demand for engagement from senior government officials, we see a strategic opportunity to grow our program in North Africa.

Morocco

With the only Free Trade Agreement (FTA) that the U.S. has with an African country, Morocco has positioned itself to be the trade hub and commercial center for North Africa and the gateway into Sub-Saharan Africa. Morocco's growing manufacturing sector, increasingly diversified economy, and favorable demographics suggest that the country is well placed to see continued economic expansion.

Following the review of the U.S.-Morocco FTA in October, the Chamber hosted a Moroccan FTA delegation with members of the U.S. private sector for a luncheon discussion on outcomes from the review and the next steps in improving the U.S.-Morocco trade relationship. The Center plans to revitalize relationships with key bodies including the General Confederation of Moroccan Enterprises (CGEM), the Moroccan Agency for Investment Development (AMDI), the National Committee on Business Environment (CNEA), and the American Chamber of Commerce in Morocco.



Scott Eisner, USAfBC President (middle), with members of the U.S.-Morocco FTA Delegation following a working lunch at the Chamber.

Photo Courtesy: USAfBC Staff

Algeria

There has been a long-standing commitment in Algeria led by American hydrocarbon companies. As Algeria works to diversify its economy, the U.S. private sector will play a large role in fostering economic growth and employment.

Many American companies recognize the strategic opportunity in the Algerian market, but regulatory uncertainty, lack of transparency, protectionism, and generally arduous business environment have made it particularly difficult for the private sector. While there are established groups such as the U.S.-Algerian Business Council that work to forge business-to-business relationships, the Chamber is well positioned for high-level engagement on policy.

On November 30, the Center hosted H.E. Madjid Bouguerra, Ambassador of the Democratic Republic of Algeria to the U.S., for a roundtable discussion with USAfBC members. This discussion focused on establishing an Algeria working group to engage more critically with senior officials in the American and Algerian governments to promote consensus building on major issues in the bilateral relationship and develop a road map to advance cross-sector policy recommendations that benefit business.

Tunisia

On July 12, H.E. Youssef Chahed, Head of Government of the Republic of Tunisia, visited the U.S. Chamber for a private luncheon at the Chamber. The visit focused on the Tunisian government's top three priorities: committing to safety and counterterrorism in the region, eradicating corruption, and spurring job creation and economic growth. The Center reiterated the significance of improving and bolstering U.S.-Africa trade relations and highlighted the Chamber's commitment to working with the government and private sector in Tunisia. The Center plans to continue building on the relationship with Tunisia and provide ongoing support on company-specific issues in the country.



*Scott Eisner, USAfBC President (middle), with leaders from the Algerian Business Leaders Forum following a brief meeting.
Photo Courtesy: USAfBC Staff*

Libya

On December 4, the U.S.-Africa Business Center hosted H.E. Faiez Serraj, the Prime Minister of Libya, for a roundtable discussion with the U.S. private sector. The Prime Minister and his delegation reviewed the government's reconstruction plan and highlighted priorities to strengthen the economy and bolster security across the country. The Chamber stressed the importance of economic development in maintaining security and curbing terrorism post-reconstruction. The Chamber was encouraged by the government's willingness for an open dialogue with the U.S. private sector and plans to weigh in on the Libya Economic Club, which the government expects to launch.

We will continue to work closely with the Embassy in D.C. to develop these relationships to strengthen the bilateral trade partnership between the U.S. and Libya.



*H.E. Faiez Serraj, Prime Minister of Libya, addresses the audience at a USAfBC roundtable discussion.
Photo Courtesy: USAfBC Staff*

Task Forces

Retail, Supply Chain & Trade Facilitation

- Since the World Trade Organization officially ratified the Trade Facilitation Agreement, the task force developed a draft road map on what trade facilitation would look like in East Africa. Leveraging the pace of regional integration and our partnerships with the East African Community and COMESA, the Chamber is proactively aiming to support regional bodies in their trade facilitation implementation efforts. Following the finalization of the draft road map, the Chamber will lobby government officials in the East Africa region and host a workshop with customs officials to support implementation and help countries advance toward their economic growth goals as spelled out in their regional agenda.
- The task force will double down on its engagement with Washington-based groups and agencies engaged in trade facilitation, including through the Global Trade Facilitation Alliance and step up its engagement with Trade Africa, Trademark East Africa, and the U.S. Trade Representative.



Life Sciences & Wellness

- South Africa continues to be the country of priority focus. In partnership with the Chamber's Global Initiative on Health and the Economy (GIHE), the task force expects to release a report on the costs of Non-Communicable Diseases on the South African economy.
- On November 9, the Chamber submitted comments on the draft IP policy of the Republic of South Africa to South Africa's Department of Trade and Industry during a High-Level roundtable with the DTI delegation. The Chamber will continue to engage with the South African government following the African National Congress Party Conference that took place in December.



Agriculture & Food Security

- The Center's members span the agricultural value chain and are at the forefront of efforts to expand their presence in African markets. In doing so, they provide smallholder farmers with opportunities to sell surplus production, more easily gain access to finance, purchase value-added agricultural products and services, and benefit from knowledge transfer from other members in the value chain.



Digital Economy

- The Digital Economy Task Force launched an ICT working group in partnership with the office of the President of the Senate in Nigeria to make recommendations on the *ICT Guidelines*.
- The task force will convene a meeting in Kenya in February 2018 to highlight global best practices and provide a primer on how technology is evolving and transforming public- and private-sector industries.



Left to right: H.E. Bukola Saraki, President of the Senate of Nigeria, greets Leila Ndiaye, USAfBC Senior Director for Africa, during the launch of the ICT Working Group in Abuja, Nigeria.

Photo Courtesy: Office of the President of the Senate, Nigeria

2017 In Review

February

- 14 Roundtable Discussion with H.E. Okechukwu Enelamah, Minister of Trade and Industry for Nigeria
- 16 Lunch with H.E. Zweli Mkhize, Treasurer-General of the African National Congress for South Africa
- 22 Tea with Ambassador Carlos Dos Santos, Mozambique's Ambassador to the U.S.

March

- 1 U.S.-Africa Business Center biannual board meeting, Washington, D.C.
- 10 Conference on Empowering Women Entrepreneurs in Angola, in partnership with the Embassy of Angola
- 23 Tea with Ambassador Robinson Njeru Githae, Kenya's Ambassador to the U.S.
- 27 Luncheon Discussion with the U.S. Africa Command (Africom)
- 30 Roundtable Discussion with Simon Freemantle, Senior Political Economist at Standard Bank



Women leaders at the Angolan Women Empowerment Event after a breakout session at the Chamber.

Photo Courtesy: USAfBC Staff

April

- 20 Tech Transforms Africa 2017—How Blockchain, FinTech, and Other Emerging Financial Technologies Can Foster Economic Growth

- 20 Roundtable Discussion with H.E. Amadou Gon Coulibaly, Prime Minister of Côte d'Ivoire
- 20 Legal Forum on Structuring Successful Deals in Africa, with the Association of African Business Law Firms



H.E. Amadou Gon Coulibaly, Prime Minister of Côte d'Ivoire, addresses the audience during a roundtable discussion at the Chamber.
Photo Courtesy: U.S. Chamber Photographer

May

- 11 Luncheon Discussion with H.E. Kgalema Motlanthe, Former President of South Africa
- 16 Business Delegation to Nigeria and Launch of Nigeria ICT Policy Working Group

June

- 7 Delegation to the Gambia led by U.S.-Africa Business Center Board Member, Liliun Capital
- 12 Rollout of the *Investor Confidence Index for Africa*
- 12 Reception in Honor of the African Diplomatic Corps in Washington
- 15 Roundtable Discussion with H.E. Filipe Nyusi, President of Mozambique

July

- 12 Roundtable Discussion with H.E. Youssef Chahed, Prime Minister of Tunisia
- 14 The Inaugural International Congress on African Agribusiness & Trade
- 17 Briefing with Phumelele Mbiyo, Head of Africa Research at Standard Bank
- 28 Africa Business Forum with the Mandela Washington Fellows from the Young African Leaders Initiative

August

- 22 Briefing with Mark Clack, Office of the Senate, Nigeria

September

- 13 Bilateral Discussion with H.E. Raymond Tschinbanda, Special Envoy from the President of the Democratic Republic of Congo
- 15 Joint U.S. government Meeting on the draft South Africa IP Policy
- 18 Roundtable Discussion with H.E. Roch Marc Christian Kaboré, President of Burkina Faso
- 18 Nigeria-U.S. CEO Investor Roundtable Discussion
- 18 Roundtable Discussion with H.E. Ali Bongo Ondimba, President of Gabon
- 18 Roundtable Discussion with H.E. Yoweri Kaguta Museveni, President of Uganda
- 20 Roundtable Discussion with H.E. Teodoro Obiang Nguema Mbasogo, President of Equatorial Guinea
- 21 Discussion on the Investment Landscape in Africa, hosted with U.S. Africa Business Center Board Member, Thomson Reuters
- 26 Thought Leaders Dinner in Johannesburg, South Africa



*H.E. Filipe Nyusi, President of Mozambique (right), addresses USAfBC members during a roundtable discussion at the Chamber.
Photo Courtesy: U.S. Chamber Photographer*

October

- 12 High-Level Panel on Infrastructure Development in Africa
- 19 Working Lunch with Morocco Free Trade Agreement (FTA) Delegation
- 24 U.S.-Africa Business Center Biannual Board Meeting, Nigeria

November

- 9 South Africa IP Discussion with South Africa's DTI Delegation

- 17 Closing Reception in Honor of Ministerial on Trade, Governance and Security in Africa
- 30 Tea with Ambassador Wadjid Bouguerra, Algeria's Ambassador to the U.S.

December

- 4 Roundtable Discussion with H.E. Faiez Serraj, Prime Minister of Libya
- 14 Roundtable Discussion on Doing Business in Zimbabwe with Ambassador Johnnie Carson and Ambassador Linda Thomas Greenfield, Former U.S. Assistant Secretaries for African Affairs



*Scott Eisner, USAfBC President (middle), delivers introductory remarks at the roundtable discussion featuring H.E. Faiez Serraj, Prime Minister of Libya.
Photo Courtesy: USAfBC Staff*

2018 Calendar

January

16 – 17: Good Governance Conference, Ouagadougou, Burkina Faso

25: Roundtable with Ethiopian Ambassador to the USA

February

13: USAfBC Board Call

19 – 24: USAfBC Staff Trip to South Africa

27: Enabling the Digital Economy in Africa, Nairobi, Kenya

March

Enabling the Digital Economy Paper Release

Africa Policy Conference

13 – 15: Agriculture Conference

April

Algeria Executive Dialogue Launch

South Africa Business Council Event

19: U.S.-Morocco Business Forum

16 – 20: Finance Minister Roundtables (Sidelines of International Monetary Fund/World Bank Meetings)

May

6 – 9: World Movement for Democracy Summit, Dakar, Senegal

AmCham Conference

USAfBC Staff Trip to Morocco

U.S.-Africa Trade Roadshow 1

June

U.S.-Africa Trade Roadshow 2

AmCham Angola Accreditation Launch, Luanda, Angola

July

Mandela Washington Fellows Event

U.S.-Africa Trade Roadshow 3

September

New York Board Meetings on sidelines of United Nations General Assembly (UNGA) Meetings

Second Iteration of the *Investor Confidence Indicator for Africa*

24 – 28: Head of State Roundtables on the Sidelines of UNGA Meetings



*Attendees listen to opening remarks at the Closing Reception in Honor of the Ministerial on Trade, Security and Governance in Washington, D.C.
Photo Courtesy: USAfBC Staff*



U.S. CHAMBER OF COMMERCE
U.S.-Africa Business Center

U.S.-AFRICA BUSINESS CENTER

1615 H STREET, NW,
WASHINGTON, DC 20062

www.usafricabusinesscenter.com



www.facebook.com/usafricabusinesscenter



@USChamberAfrica